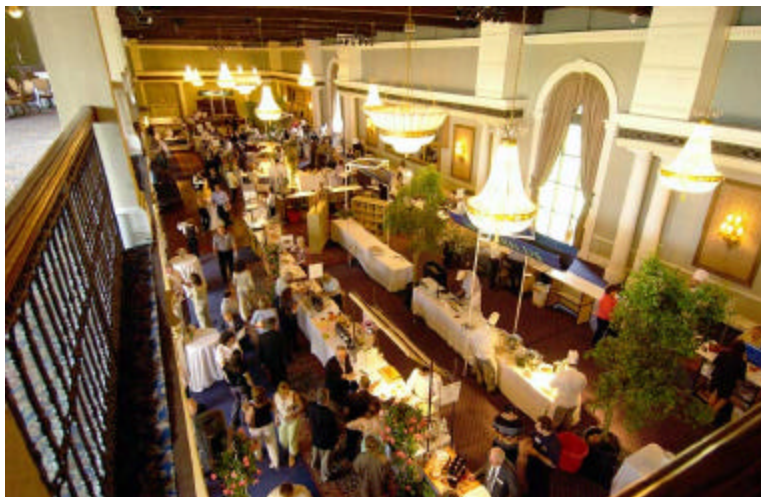




U.S. Exporter Assistance

Taste US! Culinary Festival Makes Its Canadian Debut

The TasteUS! Culinary Festival made its Canadian debut in Toronto on June 8, 2005, featuring an amazing selection of regional specialties of U.S. gourmet food and beverage products. The special trade and media event was organized by the Southern United States Trade Association and by the FAS Offices of Agricultural Affairs in Toronto and Ottawa. It attracted about 250 people and set a top-quality precedent for TasteUS! events to come.



Photos courtesy of U.S. Food & Beverage Alliance



The festival highlighted the diversity, quality and regional flavors available from the United States, Canada's closest source for fresh and processed food and beverage imports.

The festival also highlighted the supply chain channels that make the United States Canada's closest source for fresh and processed imports.

Four state-regional trade groups, two state departments of agriculture, 18 nonprofit commodity and trade associations cooperating in USDA's Foreign Market Development Program and 15 companies participated in the event. The Mid-America International Agri-Trade Council and Food Export USA-Northeast, as well as the Brewers Association, exhibited at the TasteUS! Culinary Festival and hosted their own trade missions.

The event provided many U.S. producers with an invaluable opportunity to introduce to the Canadian market some of the latest trends on the culinary horizon and to highlight the mosaic of flavors from the Western, Southern, Middle Western and Northeastern regions. Many of the products had never before been seen in Canada.

The walk-around tasting experience approximated a gastronomical journey, encouraging attendees to sample some of the finest U.S. foods and wines. A wide selection of fresh and prepared foods, including produce, desserts and specialty items, were available for sampling. Premium wines from California, Washington and New York, spirits and micro-brewed beers accompanied the myriad food flavors. Chef Jim Coleman, host of PBS's "Flavors of America," was the featured guest speaker during the media luncheon, and four other guest chefs showcased Californian, American Indian, Southern and Northeastern cuisines.

In late Spring 2006, FAS offices in Canada plan to expand the festival to include a consumer component. Cooperators and



companies that participate in the festival will pay fees according to their level of exposure — display table, new product showcase and/or chef competition.

For more information, contact the FAS Office of Agricultural Affairs in Ottawa, Canada. E-mail: AgOttawa@usda.gov

Web site:

http://www.usembassycanada.gov/content/content.asp?section=embconsul&subsection1=embassyoffices&document=fas_home

Regional Agricultural Export Trade Associations

Here are the Web sites of the four state -regional trade associations, nonprofit organizations that provide information and resources to promote exports of U.S. food and agricultural exports worldwide.

SUSTA, the Southern United States Trade Association, promotes exports from the Southeast and the Commonwealth of Puerto Rico: <http://www.susta.org/>

MIATCO, the Mid-America International Agri-Trade Council, for exports from the U.S. Middle West: <http://miatco.org/>

Food Export USA-Northeast, for exports from the Northeast: <http://www.foodexportusa.org/>

WUSATA, the Western United States Agricultural Trade Association, for exports from the Western region: <http://www.wusata.org/>

TasteUS! Culinary Festival Online

The TasteUS! Culinary Festival Web site delivers information on participants, products, U.S. regional cuisines and recipes featured at the festival: <http://tasteus.com/>

The primary source of information on TasteUS!, the Web site will remain active through the end of 2005.

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